

WHAT IS CLAIMED IS:

17. An information delivery service system comprising:
a service section;

a plurality of nodes connected to said service section through a network and allocated with specific addresses that are unique within said network; and

terminal devices for system users connected to said service section and said plurality of nodes through said network;

wherein said service section acquires profile data of each node user through each node and analyzes said profile data, in order to mediate between said each node user and each system user according to said profile data to help exchange information.

18. An information delivery service system comprising:
a service section; and

a plurality of nodes connected to said service section through a network and allocated with specific addresses that are unique within said network and designed to receive broadcast content;

wherein said service section selectively delivers at least either an advertisement or information content suited for profile of each node user.

19. The system of claim 17, wherein said node user declares limit of profile data disclosure against said service section and obtains a level of service appropriate for said limit of profile data disclosure from said service section.

20. The system of claim 17, wherein as user profile data said service section uses at least either user specific static

data independent of time lapse or user specific dynamic data dependent on time lapse.

21. The system of claim 18, wherein said service section delivers at least either advertisement content or information content related to broadcast content.

22. The system of claim 17, wherein said service section updates said profile data of each node user according to a record of user access to content.

23. The system of claim 18, wherein said service section acquires and analyzes audience data according to a record of user access to broadcast content.

24. The system of claim 18, wherein said service section performs at least either billing to an advertiser or measurement of advertising effectiveness according to record of data on access to advertisement content.

25. The system of claim 24, wherein said record of data on access to advertisement is carried out in response to a request from said service section.

26. The system of claim 23, wherein transmission of said record of data on access to broadcast content from each node to said service section is carried out in response to request from said service section.

27. The system of 24, wherein transmission of said record of data on access to advertisement content is autonomously carried out by each node in response to a request from said service section.

28. The system of claim 23, wherein transmission of said

record of data on access to broadcast content from each node to said service section is autonomously carried out by each node in response to a request from said service section.

29. The system of claim 17, further comprising:

a plurality of remote controller nodes connected as said plurality of nodes, said plurality of remote controller nodes being capable of adding timestamps to and storing received output signals from remote controllers and transmitting said output signals through an Internet; and wherein

said service section acquires said output signals from each said remote controllers node and analyzes operation performed by each said remote controller node.

30. The system of claim 18, further comprising:

a plurality of remote controller nodes connected as said plurality of nodes, said plurality of remote controller nodes being capable of adding timestamps to and storing received output signals from remote controller nodes and transmitting said output signals through an Internet; and wherein

said service section acquires said output signals from each said remote controller node and analyzes operation performed by each said remote controller node.

31. The system of claim 29, wherein said service section analyzes said user profile and delivers advertisement content to each remote controller node according to profile of each node user.

32. The system of claim 30, wherein said service section analyzes said user profile and delivers advertisement content to each remote controller node according to said profile of each

node user.

33. The system of claim 29, wherein said each remote controller node sends a remote controller output signal to said service section each time a relevant remote controller is operated.

34. The system of claim 30, wherein said each remote controller node sends a remote controller output signal to said service section each time a relevant remote controller is operated.

35. The system of claim 30, wherein said service section analyzes and processes data on audience rating of television.

36. The system of claim 31, further comprising:

a wireless remote controller for transmitting a command for operating a device being remote controlled in a signal form different from a form said device is remotely operated; and

an operation means for receiving an output signal from said wireless remote controller, for acquiring historical record of operation of said device according to a command, for converting said command into a form of signal that said device receives, and then for outputting said signal.

37. The system of claim 32, further comprising:

a wireless remote controller for transmitting a command for operating a device being remote controlled in a signal form different from a form said device is remotely operated; and

an operation means for receiving an output signal from said wireless remote controller, for acquiring historical record of operation of said device according to a command, for converting said command into a form of signal that said device receives,

and then for outputting said signal.

38. The system of claim 36, wherein said device is a television or a videocassette recorder and wherein infrared signals are used for command.

39. The system of claim 37, wherein said device is a television or a videocassette recorder, and wherein infrared radiation signals are used for command.